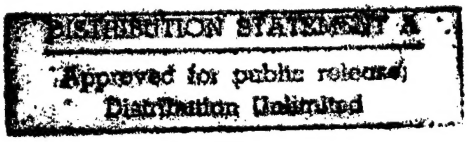
A Content Analysis of Army Newspapers Based in the Continental United States (CONUS) to Determine Editorial Differences Between Military and Civilian Editors

A Thesis Presented to the Faculty of the
W. Page Pitt School Of Journalism and Mass Communications

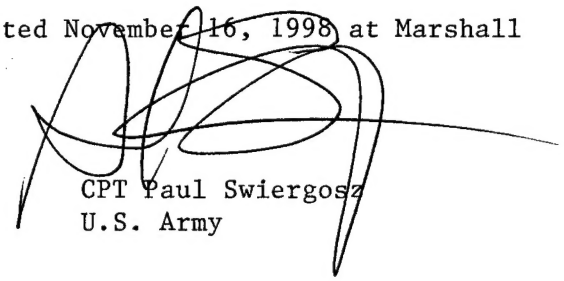
In Partial Fulfillment of the Requirements for the Degree Of
Master Of Arts in Journalism
Marshall University



By
Captain Paul J. Swiergosz
United States Army
December 1998

The enclosed thesis was completed in accordance with degree requirements and Army regulations for advanced civil school students.

Thesis was completed and accepted November 16, 1998 at Marshall University by the undersigned.



CPT Paul Swiergosz
U.S. Army

MARSHALL UNIVERSITY
Graduate College
400 Hal Greer Boulevard
Huntington, WV 25755-2100
304/696-6606

TERM FALL 1998

FORM SENT 11-16-98

Report of the Committee on the
Oral Comprehensive Assessment for the Master's Degree

Name PAUL SWIERGOSZ ID # 284-68-6683

Graduate Degree Program JOURNALISM

The members of the committee have given this student an oral comprehensive assessment and have graded the examination as follows:

E Pass with distinction, indicating unusual performance (must be unanimous)
P Pass, indicating satisfactory performance (majority vote)
PC* Pass with contingency, which may mean additional requirements for the student as determined by the faculty
U Unsatisfactory, indicating that performance has not met the minimum standards of the Marshall University Graduate College (majority vote)

Committee Member	*Grade*	*Signature*	*Date*
DR. HAL SHAVER *Graduate Advisor/Chair*	E	Harold C. Shaver	11/16/98
DR. RALPH TURNER *Graduate Faculty*	E	Ralph Turner	11-16-98
DR. CORLEY DENNISON *Graduate Faculty*	E	Corley Dennison	11-16-98
 Graduate Faculty			
 Graduate Faculty			

*It is the responsibility of the department to contact the student concerning additional action needed to complete comprehensive assessment requirement. Committee chair will forward this form and correspondence to student outlining additional requirements. Department will notify Graduate Dean's Office in writing of assessment results.

If the student did not pass this examination, please state below the nature of the deficiency and indicate the suggested action which the Committee recommends be conveyed to the student by the Graduate Dean.

crh/10/12/98

Editing corrections by 12/10/98.

ABSTRACT

A content analysis of four civilian enterprise Army newspapers published in the United States was conducted to determine if editorial differences in content and tone existed between military and civilian editors. Both hypotheses were supported by the findings.

Based upon a review of literature and Army policy, Army newspapers were considered to have more in common with corporate or company employee publications than with conventional newspapers published under First Amendment freedoms. This is because they are funded for the purpose of conveying information to and from the soldiers and the command they serve.

Articles appearing on page one and two were coded for content of news and tone of coverage. Findings indicated military editors are more likely than civilian editors to set a command information agenda for their readers by framing that type of news more prominently. Findings also indicated military editors emphasized news of a positive tone by a far greater margin than civilian editors.

The researcher concludes that military editors are more likely to view their publication as a tool of organizational communication, while civilian editors are more likely to report and frame the news in a manner more similar to commercial newspapers. Furthermore, military editors may run the risk of losing credibility with the audience by focusing on predominantly positive news.

ACKNOWLEDGEMENT

I wish to acknowledge several people for helping me with this research project.

Professor Ralph Turner, Ph.D., taught me how to edit ruthlessly, write concisely and was instrumental in making this thesis reader-friendly.

Professor Corley Dennison, Ph.D., and Professor Carl Burrowes, Ph.D., helped give my work direction in its earliest stages and helped me translate abstract theory into understandable thought.

Professor William "Joe" Iddings, Ph.D., taught a math-impaired graduate student how to conduct data analysis, manipulate statistics and turn numbers into words.

Professor Harold C. Shaver, Ph.D. helped me turn unorganized thoughts into meaningful text as well as teach me that conducting research can be a truly fascinating and rewarding experience.

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

In the summer of 1994 three civilian San Diego newspaper publishers servicing the military establishment of that area threatened to go to court over what they believed were unfair business practices by the United States Navy. Their claim was based on the fact that their once unlimited ability to circulate and distribute their papers among the seven nearby naval bases was cut dramatically. They further claimed the reason was due to the Navy's new newspaper, *The Compass*. The new newspaper, an amalgamation of seven separate local Navy papers, was designed to serve the information needs of some 84,000 uniformed personnel in the San Diego area. *The Compass*, zoned for each base and prohibited from carrying alcohol or tobacco ads, is officially published by the Navy but is produced at the editorial offices of the *Oceanside Blade-Citizen*, a local civilian newspaper.

The three local newspaper publishers said they didn't mind the competition, but did mind when the Navy cut their distribution points. One local paper alone went from having 1,000 drop sites to just 30. "We've been on bases for 18 years," *Military Press* publisher Richard Matz said.. "*The Compass* says it's the official paper now. Official what? The Navy has clearly overstepped its bounds."

Captain Mark Neuhart, executive editor of *The Compass,* said the consolidation of the seven papers came about because of the inferior quality of their editorial content, layout and design, and they "were not serving the information needs of the San Diego Navy community" (Stein, 1994).

According to Sergeant First Class William Costlow, Chief of Army Newspapers, the Navy's problem of serving the needs of its internal public transcends service boundaries. Costlow said staffs of Army papers have been cut almost 75 percent over the last 10 years and printing budgets have been cut tremendously. Currently, more than half of the Army's newspapers are produced in part or in whole by civilian enterprise (CE) businesses.

The impact of CE publishers varies from post to post. Some CE businesses are only responsible for the physical printing of the newspaper. Others take a more active part in the writing, editing and production of the newspaper for the base commander who retains the final approving authority of the finished product. Many are hybrids, utilizing some military staff, a civilian public affairs officer, and civilian printers. Civilian enterprise companies are not paid per se by the Army for this service but are allowed to sell advertising in the newspapers they produce for the Army.

Some argue the best Army journalism survives in CE newspapers wholly produced by civilians due to their equipment accessibility, experience, and larger staffs. Others working in Army journalism contend that although commercial media companies are better equipped for the job, civilian editors don't always see things the way Army people do or include details Army journalists believe are most important to a story (Costlow, 1998).

In the meantime, publishing requirements are forcing military newspaper staffs with limited resources to produce a newspaper that satisfy a myriad of audiences. Both Army and civilian editors have recently come under criticism from instructors at the Defense Information School for occasional departures from DoD policies:

> A disturbing trend has crept across the military newspaper landscape in recent years. Editors seem to be losing sight of the fact military newspapers exist for three reasons: Command Information, Command Information and Command Information...Increasingly, military editors are filling their pages with diary entries, Mike Lupica imitations, filler, political debates, and commercial shill pieces. We're seeing more and more of this stuff in military papers. If it were only happening here and there in small doses, we might not have noticed. But it's really catching on, and some papers carry so much of it they come off more as the editor's hobby than as a command information tool, or convey the impression what our readers can do in their off-duty time is far more important than what they do at work (Banusiewicz, 1998).

Purpose of the Study

The United States Army produces or oversees the production of almost 200 newspapers and newsletters at each of its major commands around the world. Army newspapers are not First Amendment publications, as Department of Defense and Army Public Affairs regulations dictate their content and management. They are, however, more in line with large-scale company newsletters, serving a vital role as tools for employee communication (Costlow, 1998). Current DoD and Army policies promote many characteristics common to successful civilian internal publications.

Although all DoD and Army publications follow similar regulations and guidelines, many differ greatly in form and content. This study will examine differences in editorial content and seek to identify a possible reason for these differences in Army newspapers.

The term "editor" in this study refers to the individual who is ultimately responsible for dictating the content of the newspaper. While it is a matter of military fact that the commander is ultimately responsible for the content of his newspaper, the "editor" possesses a high degree of functional control regarding what is actually printed.

In a military organization, however, the person making day-to-day editorial decisions may not carry the precise title of "editor." His or her title may be "Command Information Officer," "Public Affairs Officer," or "Managing Editor." Although the title of the individual may vary, the role as primary decision-maker regarding the newspaper's content is a constant.

Employee Publications

If organizations can't communicate effectively with their employees, they can never hope to communicate effectively with an outside audience. Indeed, "the first step in promoting positive external public relations is achieving good internal public relations" (Sietel, 1992). Yet, according to a 1994 study conducted by the Council for Communication Management (CCM), 64 percent of all employees don't believe management tells them the truth. Furthermore, 77 percent say employees at their organization are not getting the content they need from their managers (Filipczak, 1995).

This means either there is not enough information being communicated to employees or the wrong type of information is being communicated. According to Alison Davis, former president of CCM, the latter seems to be the problem (CCM Survey, 1994). Studies by the Opinion Research Corporation support her view. In all of its studies, ORC has indicated that employees receive most of their useful information about their organization from the "grapevine" but would prefer to acquire it from their supervisors or top management (Morgan and Schiemann, 1994).

So what is the information that employees need? Ironically, it is the information that is the simplest to provide yet the easiest to overlook. Roger D'Aprix says the greatest communication needs employees have are answers to questions like:

1. What is my job and how am I doing?
2. Does anyone in this organization care about me?
3. How are we (the organization) doing?
4. What is our mission or vision?
5. How can I help? (D'Aprix, 1984)

The order of these questions follows a hierarchy similar to Maslow's Hierarchy of Needs. The reasoning follows that if employees don't believe anyone cares how they are doing, or doesn't know how the organization is doing, they won't understand – or care about – the company's mission. If they don't understand the company's mission and how they fit in, they will never ask the final question, and it is this final question, "How can I help?" that employers yearn to hear from their employees the most (Filipczak, 1995).

Knowing what employees need to hear is half of the battle. The other half is communicating it to them in a manner they will understand and accept. This is where credibility and trust are major factors. Before there can be effective employee communication there must be a climate of trust (Broom et al., 1985). Establishing credibility with the internal audience is a process hampered by preconceived notions about management by workers. One common thought among employees is that management is "a large, dark, conspiring brood of old boys who know exactly what's going on, have made all the decisions, and are working against the best interests of employees by concealing everything they know." Another less sinister, but equally damaging notion about management is the "Larry, Curly and Moe" theory: Managers don't have a clue what they're doing and aren't likely to get one soon (Filipczak, 1995).

Information inconsistency on the part of management, withholding of information, and restricted communication access throughout the managerial hierarchy are other common ways that companies lessen their credibility with employees (Filipczak, 1995; Smith, 1991).

There are positive signs, however, that indicate good internal communication between management and employees is possible. In a 1994 survey of communications executives, only 24 percent of those surveyed disagreed that employees consider top management communications more credible than in 1993. More telling is the fact that 72 percent believe American business can rebuild employee loyalty through effective communication (Wright 1995).

To that end, the employee publication fulfills a role in the company communication program that no other communication vehicle can replicate. Unlike web pages, memos and meetings, an employee publication has the opportunity to disseminate information to a large audience on a more in-depth basis. Print media are portable, allowing people to carry and read them at their convenience as well as pass them along to secondary readers. They are permanent, giving employees the advantage of saving them so they can read them again and again. They are printed, ensuring speed and consistency to message distribution that does not rely on supervisors' schedules and communication skills (Howard 1996).

They provide the big picture of where the company is going, how it's planning on getting there, and what role its employees will play in arriving at the finish. In some large companies, the publication is the only vehicle set aside to address corporate issues in a lengthy format (D'Aprix et al. 1998; Howard 1995). Robert Libbey, director of employee

communication at UNUM Corp., says the employee publication "is not the centerpiece of communication [but] it helps frame what the agenda is, and provides some boundaries for the managers of the organization to work within." Without the organizational publication to pull everything together, the communicator will have a series of fragmented messages (D'Aprix et al. 1998).

> Mass media newspapers have a different purpose than corporate communications, yet share some of the same characteristics. Both tell clear, concise stories that inform and entertain readers. Organizational journalism differs from mass-market journalism in that organizational editors clearly have an agenda to set, an organization, people, or products to promote (Ylisela 1997).

Agenda-Setting Theory

Local market newspapers, produced for audiences of different ethnic backgrounds, may address issues similar to other mass-market newspapers but affect their public differently by framing the news in a different way (Allen and Turner 1997).

Agenda-setting theory holds that over time, issues given more attention by the press will come to be deemed more important by the public (Rogers and Dearing 1988). It is a process that can affect the audience in both what to think about and how to think about it (McCombs 1993). If one accepts this premise, then there seems to exist an area of similarity between news and public relations, local market newspapers and newspapers designed as employee communications.

Some of the most recent phases of work regarding the agenda-setting theory have focused on the question "Who sets the media agenda?" This question directly relates to issue definition, selection, and emphasis (Kosicki, 1993). The selection of objects for attention and the selection of frames for thinking about these objects are powerful

agenda-setting roles (McCombs, 1993). The attributes of an issue emphasized in the news can directly influence the direction of public opinion (Gitlin, 1980). The news media can also promote social consensus as well as direction of opinion. Providing an agenda that everyone can, to a certain degree, share, helps create a sense of community (McCombs, 1993). On a military post, this sense of community is a desirable state to attain and of key interest to a commander insofar as morale and unit cohesion are concerned.

Army Newspaper Policy

The Department of Defense (DoD) authorizes and oversees all policies regarding the Armed Services and has set forth the following Principles of Information as the basis for all DoD communication:

- Information will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classification. The provisions of the Freedom of Information Act will be supported in both letter and spirit.
- A free flow of general and military information will be made available, without censorship or propaganda, to the men and women of the Armed Forces and their family members.
- Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.
- Information will be withheld only when disclosure would adversely affect national security or threaten the safety or privacy of the men and women of the Armed Forces.

The Department's obligation to provide the public with information on its major programs may require detailed public affairs planning and coordination within the Department and with other government agencies. The sole purpose of such activity is to expedite the flow of information to the public: propaganda has no place in the Department of Defense public affairs programs (FM 46-1, 1997). The DoD also

authorizes Commanders to establish newspapers to facilitate accomplishment of the command or installation mission. Department of Defense newspapers are defined as:

> Authorized, unofficial publications, serving as part of the commander's internal information program that support DoD command internal communication requirements. Usually, they are distributed weekly or monthly. DoD newspapers contain most, if not all, of the following elements to communicate with the intended DoD readership: command, Military Department, and DoD news and features; commanders' comments; letters to the editor; editorials; commentaries; features; sports; entertainment items; morale, welfare, and recreation news and announcements; photography; line art; and installation and local community news and announcements (DoD 5140.2, 1997).

Their purpose is to provide the commander a primary means of communicating mission-essential information to members of the command. Feedback is provided through such forums as letters to the editor. This interaction ostensibly alerts the commander to the emotional status and state of DoD knowledge of the command. The newspaper improves morale by quelling rumors and keeping members informed about DoD information that will affect their futures.

It also provides information and assistance to soldiers and family members, and "encourages participation in various positive leisure-time activities to improve morale and deter alcohol abuse and other pursuits that impair their ability to perform." Implicit in the DoD policy are the requirements that news and information be provided to all DoD personnel without censorship or news management.

Department of Defense newspapers have strict guidelines that distinguish them from mass-media newspapers. They are not authorized to use commercial news and opinion sources such as The Associated Press, United Press International, or the New York Times, as the use of such sources is "beyond the scope of the mission of command

or installation publications and puts them in direct competition with commercial publications" (DoD 5140.2, 1997).

Army Public Affairs guidelines follow DoD directives in that:

> Commanders must focus on providing complete, accurate, timely information, rather than on guarding information. It is critically important to achieve a balanced, fair and credible presentation of information to the American public. Commanders must know the information needs and expectations of their soldiers and their family members, the home station community and other internal audiences (FM 46-1, 1997).

Five of the six Army Public Affairs principles directly address the concerns of the internal audience, stressing truth, candor, and concern.

1. Soldiers and families come first.
2. Truth is paramount.
3. If news is out it's out.
4. Not all news is good news.
5. Telling our story is good for the Army.

Above all, the credibility of the command and the Army must be maintained. "When credibility is undermined, communication becomes ineffective and it is impossible to achieve information objectives" (FM 46-1, 1997).

Summary

While corporate newspapers and other publications may not be the most preferred means of communication within an organization, (Morgan and Schiemann, 1994) print remains the most effective medium to convey an organization's communications to large internal audiences, with staffs spread over borders, across time zones, and beyond oceans (Howard, 1996).

Newspapers' effectiveness at framing issues and events for localized audiences as well as internal organizations gives them the ability to perform crossover functions

involving news dissemination and public relations. The questions, however, are whether the news that is selected and presented to employees (soldiers) is that which the command wants and needs them to know about, and how is this task accomplished?

Research Questions

Amidst all of the changes in the Army, from personnel cutbacks to base closures, the Army is asked to do more with increasingly fewer resources. Correspondingly, both of the major documents (FM 46-1 and DoD 5140.2) that specify the operational and contextual framework for Army newspapers have been rewritten in the past year. The Army is completing its revision of its Community Affairs regulation, AR 360-81, and will release it for publication later this year. To address these changing times, the Army must ensure its soldiers are intimately aware of and involved with the news that affects them just as a business would seek to win the support of its employees during financial hard times.

As one of the most diversified services with regard to individual jobs, unit organizations and installation goals, it is of paramount importance for the Army to exercise effective internal communications. Command newspapers are a vital source of news to soldiers, families, and surrounding community. They provide a venue via editorial feedback and letters to the editor for two-way communication between "employees" and "management." To this end, the Army must provide quality products to disseminate its internal communications.

In this day of shrinking budgets and dwindling resources, however, the focal issue becomes how to do the best job for the least cost. The Army utilizes civilian resources to

help offset the costs of producing base newspapers. While this process may prove more cost effective, the issue of quality, and more important, satisfying the needs of the command are issues worth examining. The following research questions are posed to address these issues:

R1. Is there a difference in the framing of command information in Army-edited newspapers versus civilian-edited newspapers insofar as frequency, story placement and prominence are concerned?

R2. Is there a difference in tone of reporting between Army-edited newspapers and civilian-edited newspapers insofar as bias either for or against the Army is concerned?

Hypotheses

The following hypotheses focus on perceived differences between Army-edited newspapers and civilian-edited newspapers. They will address the issues of command emphasis, content, and editorial discretion:

H1. Base newspapers whose content is primarily managed by Army personnel give more prominence to command information than base newspapers whose content is primarily managed by civilians.

H2. Base newspapers produced by Army personnel are more likely to have a positive tone regarding news relating to the command and the army in general than base newspapers produced by civilians.

The researcher's perception is that Army-edited newspapers follow DoD guidelines more closely than their civilian counterparts, give more prominence to

command information than civilian-edited newspapers and are more positive in their tone.

This study can provide valuable insight into trends that may exist in the publications produced for the internal audiences of the Army. This research could provide a benchmark for further study regarding the effectiveness of different types and styles of internal publications within the military community. The study also could provide the Army with valuable information on the relationship between the background (military or civilian) of the editor and the type of newspaper that he or she publishes.

CHAPTER 2

REVIEW OF LITERATURE

Despite recent trends toward improving internal corporate communications, many companies' messages are not getting through to their employees (D'Aprix, 1996; Howard, 1996; Filipczak, 1995; Wright, 1995). Corporate journalism, used properly, can help managers focus the efforts of their workforce, give them a genuine sense of inclusion, and unite the company (D'Aprix et al., 1998).

Employees Perceptions of the Corporate Newspaper

According to Surlin and Walker (1975) the corporate newspaper is designed to benefit two primary groups, corporate management and employees. Many times the corporate newspaper is concurrently viewed by each of these groups as furthering the needs of the other group and not themselves. When management asserts its ability to control the amount and substance within its company publication, employees are going to be disenchanted. As a result, the general goals of the corporate newspaper are unlikely to be met.

A study by Donald Sanders indicated when management becomes highly involved in corporate publication decisions, the editor plays a significantly less important role. Furthermore, the publication develops a strong management-oriented flavor (1972).

Ward and Somerville concluded in their 1972 study of 54 corporate publications that communicators tend to want to be more open on almost all sensitive subjects, "Almost all company communicators responding are in favor of communicating bad

news as well as good news to employees. However, when bad news is referred to as "failure" the picture changes."

Albert Walker's 1971 study sponsored by the International Association of Business Communicators (IABC) found that employees preferred the company magazine or plant newspaper to all other media or other channels of communication. Also, employees' confidence in the company publication appeared to increase with age and seniority. They asserted that in general, employees saw corporate communications as a viable form of communication.

Similar findings reported by Surlin and Walker also concluded the corporate newspaper was favorably perceived. However, there was an undercurrent of discontent on the part of the employees concerning the willingness of the newspaper to adequately report events that may be seen as "bad news" by management. Furthermore, a vast majority of those surveyed thought that the corporate newspaper would have "little comment" on stories for which the employees thought there should be more in-depth coverage (1975). A study of newspaper employee publications revealed another problem with employee publications in the form of prior restraint by management (Bowers, 1975).

Credibility seems to be the key factor in whether a newspaper maintains a voice with its public (Smith, 1991). Although the term "credibility" involves many variables, concepts such as "knowledgeability, trustworthiness, hostility, and stability" make up a significant portion of some readers' ideas of credibility (Singletary, 1976). Editors and readers are in considerable agreement over the relative importance of most standards of newspaper quality. Both groups ranked the most important criteria as strong local news

coverage, accuracy, good writing, integrity, impartiality, and editorial independence (Gladney, 1996).

Credibility tends to lead to further reliance on a particular medium. If individuals perceive the news media to be highly credible, they will become highly dependent upon the media for information. Furthermore, individuals who develop a strong reliance on the media for information will tend to increase their exposure to those messages (Wanta and Hu, 1994).

Functionality of Employee Publications

The media bring a manufactured public world into private space. From within their private crevices, people find themselves relying on the media for concepts, for images of their heroes, for guiding information, for emotional charges, for recognition of public values, for symbols in general, even for language. The mass media have become core systems for the distribution of ideology (Gitlin, 1980).

Newspapers are effective tools for framing issues with specialized audiences as well as conveying information (Allen and Turner, 1997). Although mass media newspapers have a different purpose than corporate communications, they share some of the same characteristics.

Both tell clear, concise stories whose purpose is to inform and entertain readers. The gatekeeping role of the editor is also similar. As a gatekeeper, the editor operates within a structural context that presents a variety of perceived constraints. Some of these constraints are self-imposed, while some are externally driven.

Despite a perception that editors of smaller publications may feel pressured to report certain matters in a tone more positive to the community, or to omit negative stories altogether, a study by Donohue, Olien and Tichenor indicated otherwise (1989).

In their study, the authors found editors of locally-owned weekly papers in small, less-pluralistic communities are not likely to perceive constraints associated with negative news reporting or routine problems of news selection and display than daily papers in larger, more pluralistic communities (Donohue, et al., 1989). This study is significant because of the similarities military newspapers share with less-pluralistic, weekly newspapers and employee newspapers.

It seems then that organizational or corporate journalism differs little from mass-market journalism with the exception that organizational editors clearly have an agenda to set, an organization, people, or products to promote (Ylisela, 1997), as mentioned in chapter one.

Because mass-market news coverage is inevitably expressed in frames, the influence and agenda-setting power of the media over public opinion can be significant (Iyengar, 1990). In this context, headlines serve a fundamental framing function for newspaper editors. While some headlines may discourage readers from pursuing a story beyond first glance, others may influence how the story will be understood and stored for later use in making sense of similar issues and events (Van Dijk, 1991).

The editor of any newspaper or corporate publication possesses a great deal of influence. Studies have shown that the size of the publication and the size or relative pluralism of the community served by the publication have little impact on an editor's selection of content. The role the editor plays in both the gatekeeper and framing

functions determines, to a major extent, how effective his or her publication will be in achieving its organizational objectives.

CHAPTER 3

DESIGN OF STUDY

A content analysis of newspaper articles from June 1997 to June 1998 will be conducted to examine content of military newspapers to determine what, if any, differences exist between Army newspapers whose content is determined by an individual from the military versus a civilian decision-maker.

Newspaper Selection

This study will focus on weekly Army newspapers produced for distribution at Training and Doctrine Command (TRADOC) or Forces Command (FORSCOM) Army bases in the Continental United States (CONUS). Currently, this field consists of 23 newspapers. Thirteen of the 23 newspapers are published on TRADOC installations; the remaining 10 are published on FORSCOM installations. Two of the FORSCOM installations (Fort Irwin and Fort Polk) will be excluded from this survey due to their unique nature as "war simulation" training centers.

The rationale for focusing the study on these particular newspapers is based on the fact that most active-duty Army soldiers are stationed at these bases for a majority of their careers. All initial-entry and follow-on training is conducted at TRADOC bases, while combat unit training is done at FORSCOM bases.

Forces Command installations are home to the Army's "go-to-war" combat units. Training and Doctrine Command installations are major centers of training school headquarters. Because of the differences in the missions of these installations, what is

considered newsworthy may differ slightly from TRADOC to FORSCOM installations. Therefore, each will be equally represented in the sample.

The TRADOC and FORSCOM newspapers will be categorized by editor – military or civilian. Again, as indicated on page 4, the term "editor" in this study refers to the individual who invariably is responsible for dictating the content of the newspaper.

The final sample will consist of four newspapers. Two will be from TRADOC bases and two will be from FORSCOM bases. In each category one of the two newspapers chosen will be produced by a civilian editor, and one will be produced by a military editor.

Newspapers were selected by dividing the total population of CONUS-based active Army installation newspapers into two groups: TRADOC and FORSCOM newspapers. (See Appendix E – Major CONUS Installations and Types.) Each group was further subdivided into two categories: those with military editors and those with civilian editors.

Of the 21 newspapers available for the sample, 10 were grouped into the "TRADOC-civilian" category. The "FORSCOM-civilian" and "FORSCOM-military" each had four newspapers in their categories, while the remaining three were grouped into the "TRADOC-military" category (See Appendix F – Categorization of CONUS Newspapers by Installation Type and Editor.)

Additional Selection Criteria

The Keith L. Ware awards provide annual recognition of excellence in Army journalism. Judging for the 1997 awards was done in March by a panel of military and

civilian journalists and educators. There are several categories of awards in both print and broadcast journalism.

Winners of the Keith L. Ware awards represent the Army in the Thomas Jefferson Journalism Competition. The Thomas Jefferson Competition is sponsored by the American Forces Information Service and is conducted annually to recognize journalistic excellence within the Department of Defense. Newspapers in their respective categories that had been recognized in either or both of these awards in 1997 were purposely chosen for analysis based on the fact that the Army and DoD had already recognized them as some of the best Army newspapers in production. When a category contained more than one award-winning newspaper, one newspaper was randomly selected from the field of award-winners.

The TRADOC newspapers selected for this study were *The Signal* from Fort Gordon and *The McClellan News* from Fort McClellan. The FORSCOM newspapers selected were *The Courier* from Fort Campbell and the *Mountaineer* from Fort Carson.

Army-Edited Newspapers

The *Mountaineer* is published weekly and distributed on Fridays at a FORSCOM installation, Fort Carson, Colorado. It is produced largely by a military editorial staff and printed by a civilian printer. The *Mountaineer* was the only newspaper included in the study to have not won an award for journalistic excellence at either the Department of the Army or Department of Defense levels. It was randomly selected from a field of four other newspapers in its category.

The *Fort McClellan News* is published weekly and distributed on Fridays at Fort McClellan, Alabama, home of the Army's Military Police School. It is produced largely by a military editorial staff and published by a civilian printer. Several of the news, feature, and photojournalists of the *McClellan News* were recipients of awards in the 1997 TRADOC Journalism Competition, a pre-cursor to the Keith L. Ware awards. One of the *News* staff writers also won an Honorable Mention at the Keith L. Ware awards for special contributions to print journalism. It was randomly selected from a qualifying field of two newspapers in its category.

Civilian-Edited Newspapers

The Courier is published weekly and distributed on Fridays at Fort Campbell, Kentucky, home to the 101st Airborne Division (Air Assault). It is produced largely by a civilian editorial staff and published by a civilian printer. The *Courier* was the first place recipient of both the Keith L. Ware awards and Thomas Jefferson awards as best newspaper in its class (CE Metro) in 1997. Additionally, several of its reporters took individual honors at the 1997 TRADOC Journalism Competition and Keith L. Ware awards as well. It was the only newspaper in its category to win both major awards.

The Signal is published weekly and distributed on Fridays at Fort Gordon, Georgia, home to the Army's Signal School. It is produced largely by a civilian editorial staff and published by a civilian printer. *The Signal* took first place in its class (CE Tabloid) in the 1997 TRADOC Journalism Competition and 3rd in the Keith L. Ware awards later in the year. It was the only newspaper in its category to win in the Keith L. Ware competition that year.

Sample Selection of Content

In order to answer all of the research questions with the most manageable collection of data, a total of 48 systematic, random samples from the four newspapers was taken over the course of one year (12 samples multiplied by four newspapers for a total of 48 samples) (Lacy, Robinson, and Riffe, 1995).

One sample from each month was taken systematically beginning with the n^{th} week in June, 1997. The *n* value was determined by randomly drawing a whole number valued between one and four. This number indicated which week in June the initial sample was collected, either the first, second, third, or fourth. The sample for July was determined by taking week *n*+1; the sample for August was determined by taking week *n*+2, until the *n*+ value reached 4. Once the 4^{th} week was reached, the next sample automatically began with the first complete week of the following month. This systematic selection allowed for three samples from each of the four weeks in each month. (See Appendix D – Weekly Selection for 1997-1998 Samples.)

The study was limited to all articles located on page one and two of each newspaper. Weather and sports stories were not included. These stories were judged by the researcher to be too general in nature to yield any specific differences in editorial policy.

Methodology

Articles were labeled for coders by the researcher. (See Appendix A – Coding Sheet.) The following attributes of each article were recorded by the researcher prior to

coder introduction: size of headline, placement, source, and any accompanying photographs or illustrations.

Size of headline was measured in square inches.

Article placement was determined by the stories' physical location – as determined by the location of headline and lead – either above or below the middle fold; left or right side of page; and page number (one or two). Articles which "jump" to other sections or pages of the paper will be coded according to their beginning.

Source was identified as wire story (from approved Army source), letter, installation reporter, or "other."

Illustrations were identified as present or not, without regard to size, color, or quality.

Coders coded articles with regard to content and tone of story. Categories of "content" classification were limited to Command Information, Army/DoD News, Feedback, Installation/Community News, Editorial/Commentary or "Other." (See Appendix B – Operational Definitions for Coders.) Tone of articles was coded as positive-army, neutral, or negative- army.

Paragraphs were used as the unit of analysis for coding the overall tone of an article. Paragraphs were chosen because good journalistic style tends to present only one idea within each paragraph. This prevented confusion among the coders in their efforts to select tone categories. Articles were categorized to tone according to whether a majority of the paragraphs in the story are judged as positive, negative, or neutral. In cases where there was no majority, the coder was instructed to evaluate the story in its entirety and classify it as positive, negative, or neutral.

Coding

Based on the estimation that each newspaper would have seven codable stories in each issue, the estimated yield of the sample was 330 stories. Coders were provided with coding sheets, instructions with operational definitions. Pretests and training using articles not in the sample was conducted to ensure a full understanding of the categorization process and proper use of the coding sheets. Intercoder reliability was tested following the initial training period.

Because it is important to use coders of similar academic backgrounds and educational level, the three coders used for this analysis were all undergraduate students currently enrolled in Army ROTC at Marshall University.

Civilian coders have may encountered difficulty understanding some professional terminology, acronyms and jargon that could interfere with proper coding. Professional soldiers may have been affected by certain institutional or professional biases that could have invalidated results. ROTC cadets' above-average knowledge of the military and its peculiar terminology (when compared to the average civilian) coupled with their lack of full indoctrination into the military made them ideally suitable as coders. This assisted in the overall reliability of the study.

To avoid the potential of courtesy bias, the researcher's identity as an active-duty Army officer was not revealed to the coders until after the coding has been completed.

Intercoder reliability was determined by the level of agreement for independent coders who coded the same content using the same instrument (Wimmer and Dominick, 1997). Intercoder reliability was tested by means of a pilot study after completion of initial testing. Reliability checks were made after each sequence of newspapers were

coded. Two of the three coders had to agree on the categorizations of content and tone. Disputes where no two coders agree on categorization or content were resolved by the researcher.

Coders received original or photocopied pages from their respective samples. Newspaper issues and individual articles were coded and numbered by the researcher prior to being issued to the coders. Coders were only responsible for completing questions 9 and 10 of the coding sheets (classification and tone of articles). Coders were unaware of the identity of the editor of the newspaper they were coding.

Treatment of Data

After all data was coded, results were entered as variables into a statistical analysis program (SPSS). Data was analyzed for intercoder reliability. Because all of the data was nominal, the non-parametric Chi-Square study was one of the main statistical methods used for analysis. It indicated whether or not frequency differences occurred on the basis of chance, comparing observed frequencies with expected frequencies using the goodness of fit test (Wimmer and Dominick, 1997). Additionally, z-tests and percentage frequencies were also be used to test the hypotheses. The *z*-test was used to compare unrelated groups on a dichotomous dependent variable (Cormier and Huck, 1996).

Questions 3, 5, 6, 8 and 10 assisted in addressing the first research question regarding the potential difference in the framing of command information insofar as frequency of occurrence, placement and prominence is concerned. Questions 3 and 9 primarily addressed the second research question concerning potential differences in tone.

CHAPTER 4

ANALYSIS OF DATA

Articles Coded

The total number of articles coded from the four newspapers was 313. The Fort Carson *Mountaineer* yielded 44 stories (14.1 percent), the Fort Gordon *Signal* 113 stories (36.1 percent), The Fort McClellan *News* 48 stories (15.3 percent), and the Fort Campbell *Courier* 108 stories (34.5 percent). While the number of articles coded in the military and civilian newspapers differed significantly by category, the proportion of articles coded was remarkably consistent.

Reliability of Coding

Intercoder reliability was initially checked after completion of coder training with a pilot study consisting of 33 articles from three different Army newspapers not included in this study. Using the Holsti formula (Wimmer and Dominick, 1997) intercoder reliability of the pilot study was determined at 96.9 percent for judgement of tone and 100 percent for classification of articles.

Reliability checks were conducted following completion of coding of similar groups of newspapers used in the study. Reliability target levels were set at 95 percent to offset the chance agreement factor of the Holsti formula.

As shown in Table 4-1, intercoder reliability for judgement of tone and classification of articles from the Fort Carson *Mountaineer* was 100 and 97.7 percent, respectively. Intercoder reliability for judgment of tone and classification of articles from

the Fort Gordon *Signal* was 98.2 and 95.6 percent, respectively. Intercoder reliability for judgement of tone and classification of articles from the Fort McClellan *News* was 95.8 percent for both tone and classification. Intercoder reliability for judgement of tone and classification of articles from the Fort Campbell *Courier* was 98 percent for judgement of tone and 95.4 percent for classification. Overall intercoder reliability of tone was 98 percent. Overall reliability of classification of articles was 96.1 percent.

Table 4-1 Intercoder Reliability of Tone and Article Classification

	Percentage of coder agreement by category	
	Tone	**Classification**
Ft. Carson Mountaineer	100.0	97.7
Ft. Gordon Signal	98.2	95.6
Ft. McClellan News	95.8	95.8
Ft. Campbell Courier	98.0	95.4
Mean of all four newspapers	**98.1 %**	**96.1 %**

Agreement was reached by two out of three coders on 307 out of 313 articles (98.1 percent) regarding tone, and on 301 out of 313 articles (96.1 percent) regarding classification. The researcher adjudicated six disagreements regarding tone and 12 regarding classification.

Classification of Articles by Newspaper

The Fort Carson *Mountaineer* generated 44 articles for study. Of these 44 articles, 11 were classified as command information (25 percent), one as feedback (2.3 percent), four as editorial commentary (9.1 percent), four as Army/DoD news (9.1 percent), 22 as installation/community news (50 percent), and two as "other" (4.5 percent) (Table 4-2).

Table 4-2 Classification of Fort Carson *Mountaineer*

	Fq. of stories	% of stories	% cumulative
Command Information	11	25.0	25.0
Feedback	1	2.3	27.3
Editorial/Commentary	4	9.1	36.4
Army/DoD news	4	9.1	45.5
Installation/Community	22	50.0	95.5
Other	2	4.5	100.0

The Fort Gordon *Signal* generated 113 articles for study. Of these 113 articles, 17 were classified as command information (15 percent), one as feedback (.9 percent), one as editorial commentary (.9 percent), 20 as Army/DoD news (17.7 percent), 74 as installation/community news (65.5 percent), and none as other (Table 4-3).

Table 4-3 Classification of Fort Gordon *Signal*

	Fq. of stories	% of stories	% cumulative
Command Information	17	15.0	15.0
Feedback	1	.9	15.9
Editorial/Commentary	1	.9	16.8
Army/DoD news	20	17.7	34.5
Installation/Community	74	65.5	100.0
Other	0	0	100.0

The Fort McClellan *News* generated 48 articles for study. Of these 48 articles, 16 were classified as command information (33.3 percent), none as feedback, 12 as editorial commentary (25 percent), 2 as Army/DoD news (4.2 percent), 18 as installation/community news (37.5 percent) and none as "other" (Table 4-4).

Table 4-4 Classification of Fort McClellan *News*

	Fq. of stories	% of stories	% cumulative
Command Information	16	33.3	33.3
Feedback	0	0	33.3
Editorial/Commentary	12	25.0	58.3
Army/DoD news	2	4.2	62.5
Installation/Community	18	37.5	100.0
Other	0	0	100.0

The Fort Campbell *Courier* generated 108 articles for study. Of these articles, four were classified as command information (3.7 percent), 12 as feedback (11.1 percent) none as editorial commentary, 22 as Army/DoD news (20.4 percent), 70 were classified as installation/community news (64.8 percent), and none as other (Table 4-5).

Table 4-5 Classification of Fort Campbell *Courier*

	Fq. of stories	% of stories	% cumulative
Command Information	4	3.7	3.7
Feedback	12	11.1	14.8
Editorial/Commentary	0	0	14.8
Army/DoD news	22	20.4	35.2
Installation/Community	70	64.8	100.0
Other	0	0	100.0

Use of photographs

The Fort McClellan *News* used more accompanying photographs on pages one and two than any other newspaper examined in this survey. The *News* had 64.4 percent of its stories accompanied by photographs. The Fort Campbell *Courier* had 61.1 percent of its stories accompanied by photographs. The Fort Carson *Mountaineer's* use of accompanying photographs for stories on page one and two was slightly less, at 56.7

percent. The Fort Gordon *Signal* used the least number of photos to accompany stories on pages one and two, with only 16.8 percent of its stories having photographs (Table 4-7).

Table 4-7 Photograph use with coded stories

	Ft. McClellan News	Ft. Campbell Courier	Ft. Carson Mountaineer	Ft. Gordon Signal
% with photo	64.6	61.1	56.8	16.8
% no photo	35.4	38.9	43.2	83.2

In newspapers edited by military personnel, 42.9 percent of stories accompanied by a photo were classified as command information, 1.8 percent were classified as feedback, 12.5 percent were classified as editorial commentary, 7.1 percent were classified as Army/DoD, 35.7 percent were classified as installation/community, and zero percent were classified as other.

Conducting a two-by-six Pearson Chi-Square test indexing newspapers with military editors, the classification of stories and photos used, comparing actual frequencies to expected frequencies, yielded statistically significant results at the .005 level of probability with a X^2 value of 16.691 (Table 4-8).

Table 4-8 Chi-Square table of military editors' photo use with specific classifications of stories

		Classification						
Frequency Expected Row % Column % Total %	**Photo**	Command Info	Feedback	Editorial Comment	Army DoD	Installation Community	Other	Row Total
	Yes	24 16.4 42.9 88.9 26.1	1 .6 1.8 100.0 1.1	7 9.7 12.5 43.8 7.6	4 3.7 7.1 66.7 4.3	20 24.3 35.7 50.0 21.7	0 1.2 0.0 0.0 0.0	56 100.0
	No	3 10.6 8.3 11.1 3.3	0 .4 0.0 0.0 0.0	9 6.3 25.0 56.3 9.8	2 2.3 5.6 33.3 2.2	20 15.7 55.6 50.0 21.7	2 .8 5.6 100.0 2.2	36 100.0
	Column Total	27 100.0	1 100.0	16 100.0	6 100.0	40 100.0	2 100.0	92 100.0

Degrees of freedom = 5; X^2 value = 16.691; $p < .005$

In newspapers edited by civilian personnel, 8.2 percent of stories accompanied by a photo were classified as command information, while 14.1 percent were classified as feedback, 1.2 percent were classified as editorial commentary, 14.1 percent were classified as Army/DoD, and 62.4 percent were classified as installation/community. (The "other" category was not included in the Chi-Square analysis of civilian newspapers because no articles were coded in that category).

Conducting a two-by-five Pearson Chi-Square analysis indexing newspapers with civilian editors, classification of stories, photos used, comparing actual frequencies to expected frequencies, yielded statistically significant results at the .001 level of probability with a X^2 value of 19.661 (Table 4-9).

Table 4-9 Chi-Square table of civilian editors' photo use with specific classifications of stories

Frequency Expected Row % Column % Total %	Classification					
Photo	Command Info	Feedback	Editorial Comment	Army DoD	Installation Community	Row Total
Yes	7 8.1 8.2 33.3 3.2	12 5.0 14.1 92.3 5.4	1 .4 1.2 100.0 .5	12 16.2 14.1 28.6 5.4	53 55.4 62.4 36.8 24.0	85 100.0
No	14 12.9 10.3 66.7 6.3	1 8.0 .7 7.7 .5	0 .6 0.0 0.0 0.0	30 25.8 22.1 71.4 13.6	91 88.6 66.9 63.2 41.2	136 100.0
Column Total	21 100.0	13 100.0	1 100.0	42 100.0	144 100.0	221 100.0

Degrees of freedom = 4; X^2 value = 19.661; $p < .001$

The Chi-Square analyses were done to identify potential differences between actual and expected frequencies within editor categories. Although military and civilian editors' use of photos with different classification of stories could not be compared directly through Chi-Square, the individual results identified significant differences in the area of command information stories and photo use by editor that were explored and tested for significance through more direct means.

The resulting *z*-test – computing the standard error of the difference between independent samples (Hinkle, Wiersma and Jurs, 1994) – between military editors' use of photos with command information stories and that of civilian editors' – yielded a statistically significant *z*-score of 3.99 ($Z=3.99$, $p < .001$).

Headline Size

Measuring the headline sizes of coded stories in each of the newspapers yielded an average headline size for 44 coded stories appearing in the Fort Carson *Mountaineer* of 7.77 square inches and an average headline size for the 113 coded stories in the Fort Gordon *Signal* of 4.38 square inches.

The average headline size of the 48 stories appearing in the Fort McClellan *News* was almost identical to that of the *Mountaineer's* at 7.62 square inches while The Fort Campbell *Courier's* 108 headlines' mean length was 6.74 square inches. The mean headline size for all newspapers was 6.62 square inches (Table 4-10).

Table 4-10 Mean headline sizes

	# of stories coded	Mean headline size
Fort Carson Mountaineer	44	7.77 sq. inches
Fort Gordon Signal	113	4.38 sq. inches
Fort McClellan News	48	7.62 sq. inches
Fort Campbell Courier	108	6.74 sq. inches
Mean of all four newspapers		6.62 sq. inches

In newspapers edited by military personnel, 14.8 percent of stories classified as command information had headlines of six inches or less and 85.2 percent of stories classified as command information had headlines of seven inches or more. Of all stories with headlines of seven inches or more, 33.8 percent were classified as command information.

Conducting a two-by-two Pearson Chi-Square analysis indexing newspapers with military editors, classification of stories, and headline size, comparing actual frequencies to expected frequencies did not yield statistically significant results (Table 4-11).

Because the command information category is a key variable in determining the outcome of the hypotheses, it was isolated in this Chi-Square analysis by compressing all other stories into an "other" category. The headline category was also compressed into two categories: six inches or less, and seven inches or more. The division between the six and seven inch category was determined by rounding up the average headline size among all newspapers (6.62 sq. inches) to the nearest whole number.

Table 4-11 Chi-Square analysis of headline sizes used with command information stories in military edited newspapers

	Headline Size		
Classification	6" or less	7" or more	Row total
Command Information	4	23	27
Frequency	7.0	20.0	100.0
Expected	14.8	85.2	
Row %	16.7	33.8	
Column %	4.3	25.0	
Total %			
Other Stories	20	45	65
	17.0	48.0	100.0
	30.8	69.2	
	83.3	66.2	
	21.7	48.9	
Column Total	24	68	92
	100.0	100.0	100.0

Degrees of freedom = 1; X^2 value = 2.518; p = .113 (n/s)

In newspapers edited by civilian personnel, 66.7 percent of stories classified as command information had headlines of six inches or less and 33.3 percent of stories classified as command information had headlines of seven inches or more. Of all stories with headlines of seven inches or more, 11.5 percent were classified as command information.

Conducting a two-by-two Pearson Chi-Square analysis indexing newspapers with civilian editors, classification of stories, and headline size, comparing actual frequencies to expected frequencies did not yield statistically significant results (Table 4-12).

Table 4-12 Chi-Square analysis of headline sizes used with command information stories in civilian edited newspapers

		Headline Size		
	Classification	6" or less	7" or more	Row total
	Command Information	14	7	21
Frequency		15.2	5.8	100.0
Expected		66.7	33.3	
Row %		8.8	11.5	
Column %		6.3	3.2	
Total %	Other Stories	146	54	200
		144.8	55.2	100.0
		73.0	27.0	
		91.3	88.5	
		66.1	24.2	
	Column Total	160	61	221
		100.0	100.0	100.0

Degrees of freedom = 1; X^2 value = .381; p = .537 (n/s)

Although both Chi-Square analyses lack statistical significance, they do highlight a noticeable difference between the two categories of editors' use of headlines with command information stories. Using a *z*-test comparing proportions between military editors' choice of headline size paired with command information stories and civilian editors' yielded a statistically significant *z*-score of 3.68 ($Z=3.68$, $p < .001$).

Placement of Articles

Pearson Chi-Square analysis was conducted comparing article classification with placement. Placement was coded according to coding instructions on a one to ten scale. Values corresponded with specific locations on pages one and two.

Although both Chi-Square tests for military and civilian editors yielded statistically significant results (Table 4-13, $p < .001$; Table 4-14, $p = .001$) the tests were modified to correct for the high percentage of lower than expected cell values. This result was due to the extraordinarily high number of degrees of freedom possible with many cells having a value of zero. Category compression was done in order to eliminate the high percentage of zero value cells as well as to isolate the command information and placement variables for study.

Table 4-13 Chi-Square table of military editors' placement of specific classifications of stories

Frequency Row % Column % Total %	Classification						
Placement	Command Info	Feedback	Editorial Comment	Army DoD	Installation Community	Other	Row Total
P1 upper left	11 52.4 40.7 12.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	2 9.5 33.3 2.2	7 33.3 17.5 7.6	1 4.8 50.0 1.1	21 100.0
P1 upper right	1 25.0 3.7 1.1	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	2 50.0 5.0 2.2	1 25.0 50.0 1.1	4 100.0
P1 lower left	3 15.0 11.1 3.3	1 5.0 100.0 1.1	3 15.0 18.8 3.3	2 10.0 33.3 2.2	11 55.0 27.5 12.0	0 0.0 0.0 0.0	20 100.0
P1 lower right	0 0.0 0.0 0.0	0 0.0 0.0 0.0	1 10.0 6.3 1.1	0 0.0 0.0 0.0	9 90.0 22.5 9.8	0 0.0 0.0 0.0	10 100.0
P2 upper left	12 52.2 44.4 13.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	1 4.3 16.7 1.1	10 43.5 25.0 10.9	0 0.0 0.0 0.0	23 100.0
P2 upper right	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	1 50.0 16.7 1.1	1 50.0 2.5 1.1	0 0.0 0.0 0.0	2 100.0
P2 lower left	0 0.0 0.0 0.0	0 0.0 0.0 0.0	12 100.0 75.0 13.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	12 100.0
Column Total	27 100.0	1 100.0	16 100.0	6 100.0	40 100.0	2 100.0	221 100.0

Degrees of freedom = 30; X^2 value = 107.487; $p < .001$
(35 cells (83.3 percent) have expected count of less than 5)

Table 4-14 Chi-Square table of civilian editors' placement of specific classifications of stories

Placement	Classification					
Frequency Row % Column % Total %	Command Info	Feedback	Editorial Comment	Army DoD	Installation Community	Row Total
P1 upper left	3 25.0 14.3 1.4	0 0.0 0.0 0.0	0 0.0 0.0 0.0	3 25.0 7.1 1.4	6 50.0 4.2 2.7	12 100.0
P1 upper right	1 6.7 4.8 .5	0 0.0 0.0 0.0	0 0.0 0.0 0.0	4 26.7 9.5 1.8	10 66.7 6.9 4.5	15 100.0
P1 lower left	1 3.6 4.8 .5	1 3.6 7.7 .5	1 3.6 100.0 .5	5 17.9 11.9 2.3	20 71.4 13.9 9.0	28 100.0
P1 lower right	1 4.3 4.8 .5	0 0.0 0.0 0.0	0 0.0 0.0 0.0	6 26.1 14.3 2.7	16 69.6 11.1 7.2	23 100.0
P1 margin	11 15.9 52.4 5.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	7 10.1 16.7 3.2	51 73.9 35.4 23.1	69 100.0
P2 upper left	4 13.3 19.0 1.8	0 0.0 0.0 0.0	0 0.0 0.0 0.0	15 50.0 35.7 6.8	11 36.7 7.6 5.0	30 100.0
P2 upper right	0 0.0 0.0 0.0	12 70.6 92.3 5.4	0 0.0 0.0 0.0	0 0.0 0.0 0.0	5 29.4 3.5 2.3	17 100.0
P2 lower left	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	14 100.0 9.7 6.3	14 100.0
P2 lower right	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	1 11.1 2.4 .5	8 88.9 5.6 3.6	9 100.0
P2 margin	0 0.0 0.0 0.0	0 0.0 0.0 0.0	0 0.0 0.0 0.0	1 25.0 2.4 .5	3 75.0 2.1 1.4	4 100.0
Column Total	21 100.0	13 100.0	1 100.0	42 100.0	144 100.0	221 100.0

Degrees of freedom = 36; X^2 value = 188.584; $p < .001$
(37 cells (74.0 percent) have expected count of less than 5)

Command information was isolated by combining the other five categories of articles into one category labeled "other stories." The ten placement categories were compressed into two. The first was categorized as "lead," and was comprised of the original "P1 upper left" and "P2 upper left" coded values. These positions are recognized as traditional lead story positions in newspapers, the upper left section of pages one and two. All other placement categories were compressed into an "other" category. The resulting Chi-Square tests were more satisfactory in terms of eliminating zero-value cells, but not in terms of overall statistical significance.

Conducting the compressed category Chi-Square test of military editor, article classification and story placement yielded 27 command information stories, 24 of which were placed in lead positions (88.9 percent), and three command information stories (11.1 percent) placed in other positions. The test was statistically significant at the .001 level. (Table 4-15).

Table 4-15 Chi-Square analysis of placement of command information stories in military edited newspapers

		Story Placement		
	Classification	Lead	Other	Row total
	Command Information	24	3	27
		14.7	12.3	100.0
		88.9	11.1	
Frequency		48.0	7.1	
Expected		26.1	3.3	
Row %	Other Stories	26	39	65
Column %		35.3	29.7	100.0
Total %		40.0	60.0	
		52.0	92.9	
		28.3	42.4	
	Column Total	50	42	92
		100.0	100.0	100.0

Degrees of freedom = 1; X^2 value = 18.377; Probability < .001

Conducting the compressed category Chi-Square test of civilian editor, article classification and story placement yielded 21 command information stories, eight of which were placed in lead positions (38.1 percent), and 13 command information stories (61.9 percent) placed in other positions. The test did not yield statistically significant results (Table 4-16).

Table 4-16 Chi-Square analysis of placement of command information stories in civilian edited newspapers

		Story Placement		
	Classification	Lead	Other	Row total
Frequency	Command Information	8	13	21
Expected		6.9	14.1	100.0
Row %		38.1	61.9	
Column %		11.0	8.8	
Total %		3.6	5.9	
	Other Stories	65	135	200
		66.1	133.9	100.0
		32.5	67.5	
		89.0	91.2	
		29.4	61.1	
	Column Total	73	148	221
		100.0	100.0	100.0

Degrees of freedom = 1; X^2 value = .269; p = .604 (n/s)

Again, despite the lack of statistical significance in the civilian editor Chi-Square test, the Chi-Square analyses highlighted noticeable differences within the two categories of editors' placement of command information stories. A *z*-test comparing the percentages of civilian editors' placement of command information stories with military editors' placement of command information stories yielded a statistically significant *z*-score of 3.70 ($Z=3.70$, $p < .001$).

Source of Articles

The source of coded news articles could be attributed to "wire stories," "letter to the editor," "reporter or stringer," or "other." The Fort Carson *Mountaineer* had one story attributed to wire sources (2.3 percent), two from letters to the editor (4.5 percent), 26 from reporters or stringers (59.1 percent), and 15 from other sources (34.1 percent).

Of the Fort Gordon *Signal's* 113 stories, 14 were attributed to wire stories (12.4 percent), one was from a letter to the editor (.9 percent), 33 were from reporters or stringers (29.2 percent), and 65 were attributed to other sources (57.5 percent).

None of the stories examined in the Fort McClellan *News* were attributed to wire stories, four came from letters to the editor (8.3 percent), 27 were generated by reporters or stingers (56.3 percent), and 17 were attributed to other sources (35.4 percent).

Twelve of the stories examined in the Fort Campbell Courier were attributed to wire stories (11.1 percent), none from letters to the editor, 62 from reporters or stringers (57.4 percent), and 34 were attributed to other sources (31.5 percent) (Table 4-17).

Table 4-17 Frequency and percentage of sources attributed

		Attribution of Sources				
		Wire story	Letter to editor	Reporter/Stringer	Other	Total
Ft. Carson Mountaineer	Fq. of stories	1	2	26	15	44
	% of stories	2.3	4.5	59.1	34.1	100%
Ft. Gordon Signal	Fq. of stories	14	1	33	65	113
	% of stories	12.4	.9	29.2	57.5	100%
Ft. McClellan News	Fq. of stories	0	4	27	17	48
	% of stories	0	8.3	56.3	35.4	100%
Ft. Campbell Courier	Fq. of stories	12	0	62	34	108
	% of stories	11.1	0	57.4	31.5	100%

Conducting a two-by-four Pearson Chi-Square analysis indexing editors and sources yielded statistically significant results at the .001 level of probability with a X^2 value of 23.779 (Table 4-18).

Table 4-18 Comparison of editor using source

		Source				
	Editor	Wire Story	Letter to Editor	Reporter/Stringer	Other	Row Total
Frequency	Military	1	6	53	32	92
Expected		7.9	2.1	43.5	38.5	100.0
Row %		1.1	6.5	57.6	34.8	
Column %		3.7	85.7	35.8	24.4	
Total %		.3	1.9	16.9	10.2	
	Civilian	26	1	95	99	221
		19.1	4.9	104.5	92.5	100.0
		11.8	.5	43.0	44.8	
		96.3	14.3	64.2	75.6	
		8.3	.3	30.4	31.6	
	Column Total	27	7	148	131	313
		100.0	100.0	100.0	100.0	100.0

Degrees of freedom = 3; X^2 value = 23.799; $p < .001$

Indexing of Editor and Classification

Out of a total of 92 stories coded in newspapers with military editors, 27 were command information stories (29.3 percent), one feedback article (1.1 percent), 16 were editorial commentary articles (17.4 percent), six were Army/DoD articles (6.5 percent), 40 were installation/community news articles (43.5 percent), and two articles were classified as "other" (2.2 percent).

Out of a total of 221 stories coded in newspapers with civilian editors, 21 were command information stories (9.5 percent), 13 were feedback articles (5.9 percent), one was an editorial commentary article (.5 percent), 42 were Army/DoD articles (19

percent), 144 were installation/community news articles (65.1 percent), and no articles were classified as "other" (Table 4-19).

Table 4-19 Cross-tabulation of editor and classification

Classification of Articles	Editor			
	Military		Civilian	
	Freq.	%	Freq.	%
Command Information	27	29.3	21	9.5
Feedback	1	1.1	13	5.9
Editorial/Commentary	16	17.4	1	.5
Army/Dept. of Defense News	6	6.5	42	19.0
Installation/Community News	40	43.5	144	65.1
Other	2	2.2	0	0
Total	92	100	221	100

Conducting a two-by-six Pearson Chi-Square analysis indexing editors and classification yielded statistically significant results at the .001 level of probability with a X^2 value of 70.937 (Table 4-20).

Table 4-20 Chi-Square table of editor and classification

Frequency Expected Row % Column % Total %	Editor	Classification						
		Command Info	Feedback	Editorial Comment	Army DoD	Installation Community	Other	Row Total
	Military	27	1	16	6	40	2	92
		14.1	4.1	5.0	14.1	54.1	.6	100.0
		29.3	1.1	17.4	6.5	43.5	2.2	
		56.3	7.1	94.1	12.5	21.7	100.0	
		8.6	.3	5.1	1.9	12.8	.6	
	Civilian	21	13	1	42	144	0	221
		33.9	9.9	12	33.9	129.9	1.4	100.0
		9.5	5.9	.5	19.0	65.2	0.0	
		43.8	92.9	5.9	87.5	78.3	0.0	
		6.7	4.2	.3	13.4	46.0	0.0	
	Column Total	48	14	17	48	184	2	313
		100.0	100.0	100.0	100.0	100.0	100.0	100.0

Degrees of freedom = 5; X^2 value = 70.937; $p < .001$

A *z*-test comparing proportions of command information stories in military edited newspapers to civilian edited newspapers yielded a statistically significant *z*-score of 4.43 ($Z = 4.43$, $p < .001$).

Tone of Articles by Newspaper

Of the 44 articles coded in the Fort Carson *Mountaineer*, 28 were judged as "positive-Army" (63.6 percent), 15 were judged as "neutral-Army" (34.1 percent), and one was judged as "negative-Army" (2.3 percent). Of the Fort Gordon *Signal's* 113 articles, 30 were judged as "positive-Army" (26.5 percent), 82 were judged as "neutral-Army" (72.6 percent), and one was judged as "negative-Army" (.9 percent). Of the 48 articles coded in the Fort McClellan *News*, 35 were judged as "positive-Army" (72.9 percent), 13 were judged as "neutral-Army" (27.1 percent), and none were judged as "negative-Army." Of the Fort Campbell *Courier's* 108 articles, 36 were judged as "positive-Army" (33.3 percent), 72 were judged as "neutral-Army" (66.7 percent), and none were judged as "negative-Army" (Table 4-21).

Table 4-21 Tone of coded stories by newspaper

		Tone of Story		
		Positive-Army	Neutral-Army	Negative- Army
Ft. Carson Mountaineer	Frequency of stories	28	15	1
	% of stories	63.6	34.1	2.3
Ft. Gordon Signal	Frequency of stories	30	82	1
	% of stories	26.5	72.6	.9
Ft. McClellan News	Frequency of stories	35	13	0
	% of stories	72.9	27.1	0
Ft. Campbell Courier	Frequency of stories	36	72	0
	% of stories	33.3	66.7	0

Indexing of Editor and Article Tone

Military editors ran 63 stories classified as positive-Army in tone (68.5 percent), 28 stories classified as neutral in tone (30.4 percent), and one story classified as negative in tone (1.1 percent). Civilian editors ran 66 stories classified as positive-Army in tone (29.9 percent), 154 stories classified as neutral in tone (69.7 percent), and one story classified as negative in tone (.4 percent) (Table 4-22).

Table 4-22 Cross-tabulation of Editor and Tone

Tone of Articles	Editor			
	Military		Civilian	
	Freq.	%	Freq.	%
Positive-Army	63	68.5	66	29.9
Neutral-Army	28	30.4	154	69.7
Negative-Army	1	1.1	1	.4
Total	92	100	221	100

Conducting a two-by-three Pearson Chi-Square test of this cross-tabulation indexing editors yielded statistically significant results at the .001 level of probability with a X^2 value of 41.119 (Table 4-23).

Table 4-23 Chi-Square analysis of editor and tone

	Tone			
Editor	Positive Army	Neutral Army	Negative Army	Row Total
Frequency	63	28	1	92
Expected	37.9	53.5	.6	100.0
Row %	68.5	30.4	1.1	
Column %	48.8	15.4	50.0	
Total %	20.1	8.9	.3	
Military				
	66	154	1	221
	91.1	128.5	1.4	100.0
	29.9	69.7	.5	
	51.2	84.6	50.0	
	21.1	49.2	.3	
Civilian				
Column Total	129	182	2	313
	100.0	100.0	100.0	100.0

Degrees of freedom = 2; X^2 value = 41.119; $p < .001$

A *z*-test comparing proportions of stories with a positive tone in military edited newspapers to stories with a positive tone in civilian edited newspapers yielded a statistically significant *z*-score of 11.61 ($Z = 11.61$, $p < .001$).

CHAPTER 5

SUMMARY AND INTERPRETATION

Research question one dealt specifically with framing of information. The hypothesis was that there was a difference in the framing of command information in Army-edited newspapers versus civilian-edited newspapers insofar as story placement and prominence are concerned.

Research question two dealt specifically with the tone of reporting between Army-edited and civilian-edited newspapers. The hypothesis was that there was a difference in tone of reporting between Army-edited newspapers and civilian-edited newspapers insofar as bias or neutrality toward the Army is concerned.

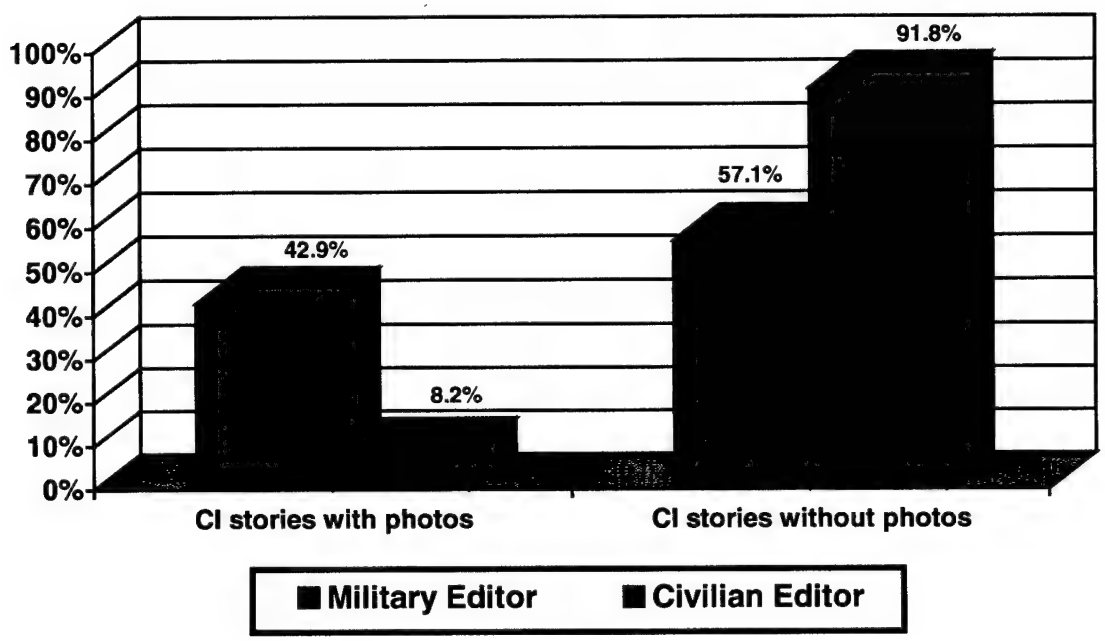
Regarding Research Question One

The framing of command information in newspapers edited by military personnel was markedly different from the framing of command information in civilian-edited newspapers. This determination was made as a result of comparing photo use, headline size, article placement and total percentage of command information stories.

Data indicated 42.9 percent of command information stories run in military-edited newspapers were accompanied by a photo. In contrast, only 8.2 percent of command information stories run in civilian-edited newspapers were accompanied by a photo (Chart 5-1).

Testing the disparity in percentage and frequency with Chi-Square analysis (Table 4-8 and Table 4-9) and a *z*-test, revealed a statistically significant difference in use of photos with command information stories at $p < .005$ and $p < .001$, respectively.

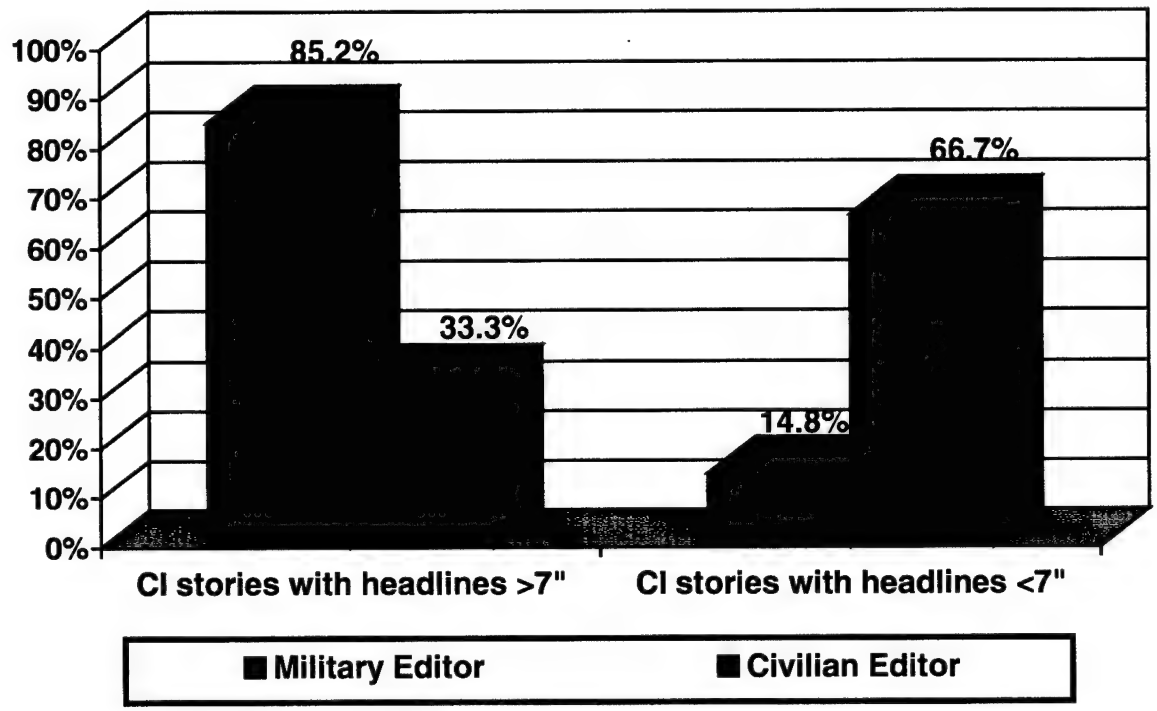
Chart 5-1 Use of photos with Command Information stories by editor



Analysis of headline sizes used with command information stories also revealed statistically significant results. Data indicated military editors consistently used larger headlines for Command Information stories than civilian editors (Chart 5-2).

While the difference between actual and expected frequencies was not great enough to yield a statistically significant Chi-Square result, computing the difference in proportions between military editors' choice of headline size and civilian editors' with a *z*-test did yield statistically significant results at $p < .001$.

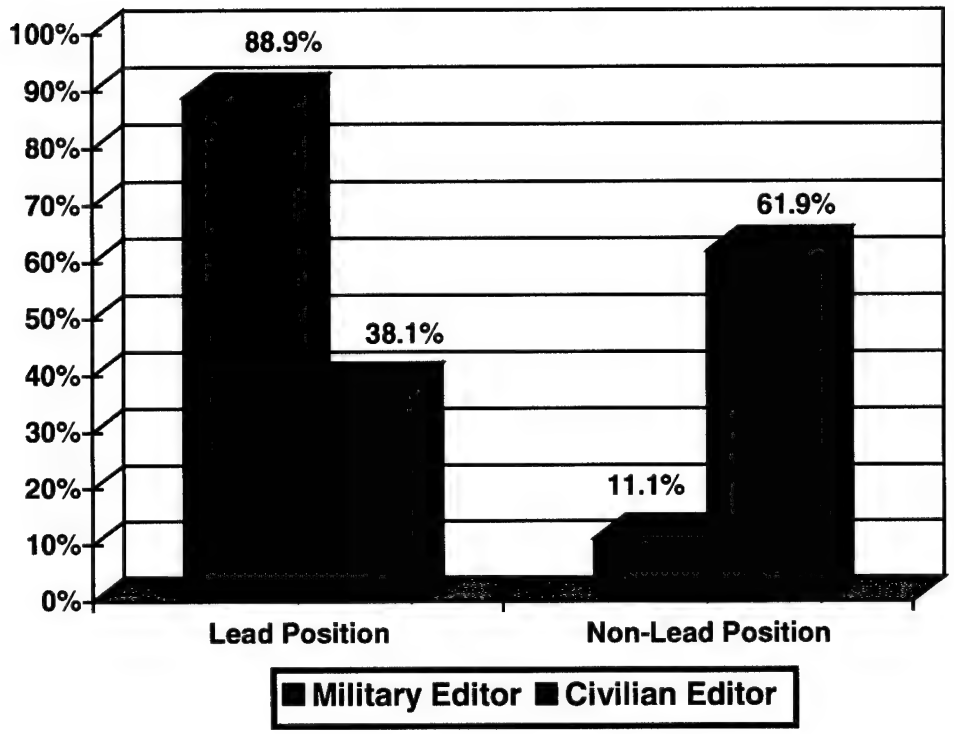
Chart 5-2 Size of headlines for Command Information stories by editor



Placement of command information articles also revealed statistically significant differences in the way military and civilian editors gave prominence to command information. Military editors placed command information stories in lead positions 88.9 percent of the time. In contrast, civilian editors placed command information in lead positions only 38.1 percent of the time (Chart 5-3).

Testing the disparity in percentage and frequency with Chi-Square analysis (Table 4-15 and Table 4-16) and a *z*-test, revealed a statistically significant difference in placement of command information stories.

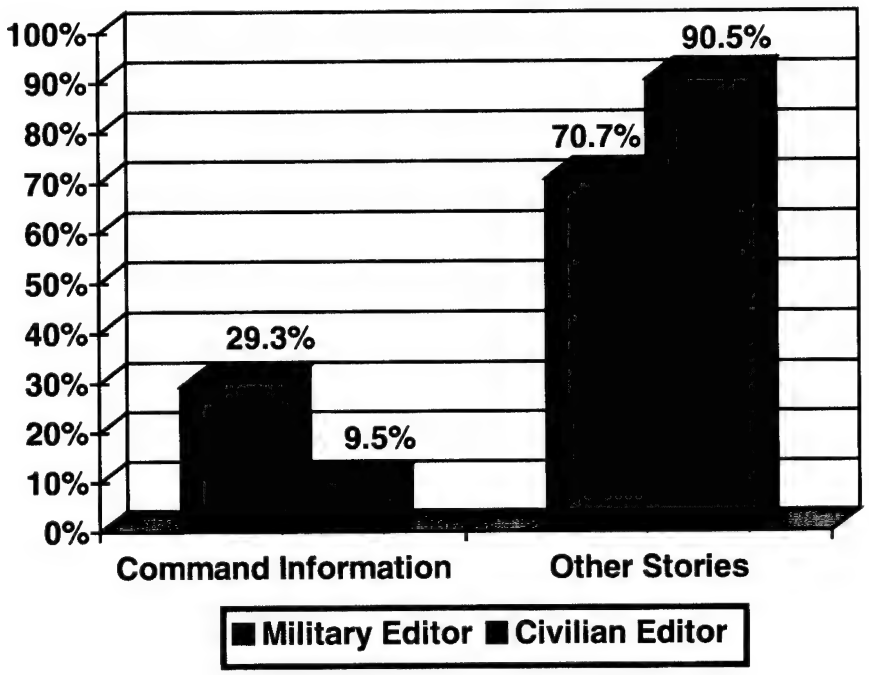
Chart 5-3 Placement of Command Information by Editor



Cross-tabulating the number of command information stories printed in military and civilian-edited newspapers as a percentage of total number of stories printed (Table 4-19) indicated almost 30 percent of stories printed by military editors were command information. In comparison, less than 10 percent of stories printed by civilian editors were classified as command information (Chart 5-4).

Testing this difference in frequency through Chi-Square analysis (Table 4-20) and *z*-test revealed statistically significant differences at $p < .001$.

Chart 5-4 Command Information stories printed (as a percentage of total stories printed) by editor



Thus, the data support **H1**, that military editors of base newspapers give more prominence to command information than base newspapers whose content is primarily managed by civilians.

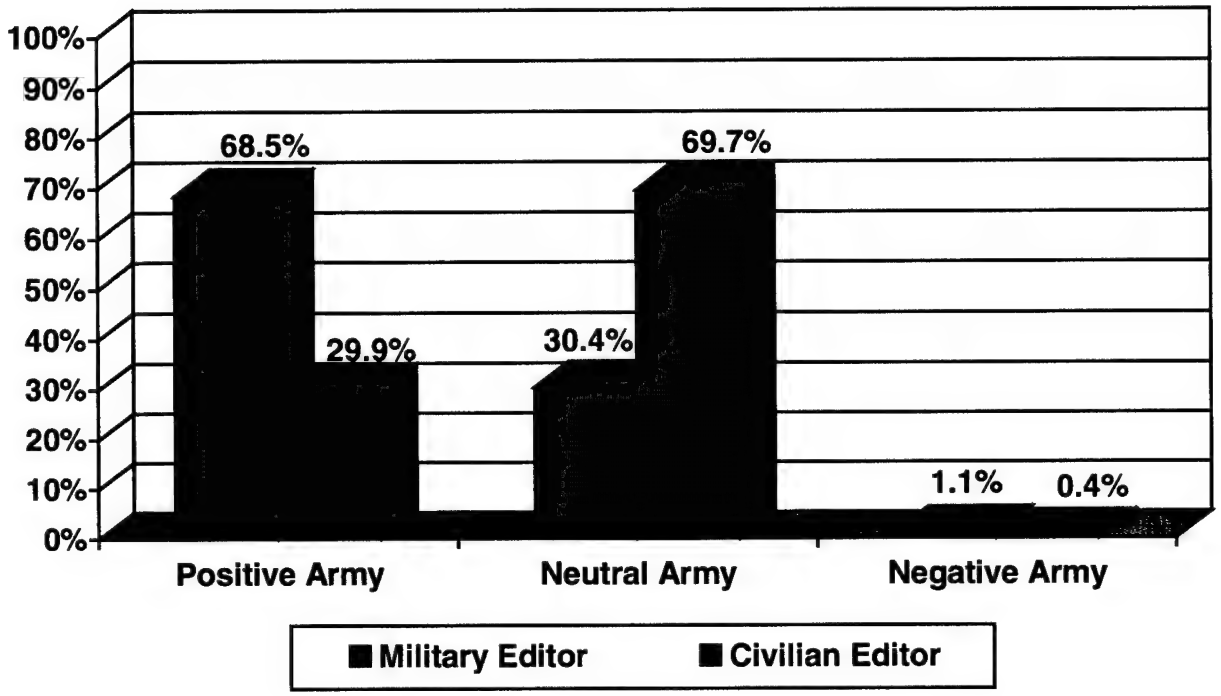
Regarding Research Question 2

The tone of articles contained in the two newspapers edited by military personnel, the Fort Carson Mountaineer and Fort McClellan News, is clearly more positive than those found in the civilian-edited Fort Gordon Signal and the Fort Campbell Courier (Table 4-21).

Data from Tables 4-22 and 4-23 clearly indicate the disparity of tone between military and civilian edited newspapers. More than two-thirds (68.5 percent) of the

articles analyzed in newspapers edited by military personnel were found to be positive in tone, while less than one-third (30.4 percent) were neutral. In contrast, less than one-third (29.9 percent) of the articles analyzed in newspapers edited by civilian personnel were positive in tone, while over two-thirds (69.7 percent) were neutral in tone (Chart 5-5).

Chart 5-5 Tone of News Coverage by Editor



Testing the disparity in percentage and frequency with Chi-Square analysis (Table 4-23) and a *z*-test, reveals statistically significant differences in tone of news coverage between Army-edited newspapers and civilian-edited newspapers at $p < .001$ ($X^2 = 41.119$; $Z = 11.61$).

Thus, the data support **H2** that base newspapers produced by Army personnel are more likely to have a positive tone regarding news relating to the command and the army in general than base newspapers produced by civilians.

Impact of Results

The study indicates military editors prefer to focus on positive news and command information more than civilian editors. These findings imply that military editors are communicating management's ideas and promoting positive aspects of the organization better than civilian editors. These same findings, however, may prove an indicator of potential problems with military editors.

The fact that military editors emphasize command information more than civilian editors is a positive attribute from the commander's point of view. But, as pointed out in *Post-30*, a professional reference for Army journalists, "If Army newspapers are to help commanders communicate, they must give more space and emphasis to matters young soldiers are concerned about... No unit newspaper can be effective if it speaks in platitudes. It must provide soldiers with truthful and accurate information as well as lively and entertaining features" (Beylickjian, 1998).

This presents a dilemma for military editors. Despite the fact that they do set the command information agenda with greater frequency and more prominence than their civilian counterparts, this may not prove of ultimate benefit to their audiences. The issue then focuses on whether the command information being presented is actually fulfilling a need the readers have or whether it is printed to satisfy a requirement, or worse, to satisfy a commander's ego.

Most command information articles take the form of an article written by (or for) the commander. These are similar to the column or letter a CEO writes for the company newsletter. If the article serves a vital function for the employees, then it should be considered a valid inclusion in the publication. If the article is overlooked or fails to

interest the reader, then it merely takes up space in the publication that could be serving a valid need of the readers.

Perhaps by providing a more diverse offering and making their newspapers look and read more like civilian newspapers rather than employee publications, civilian editors provide a greater service to the command and to the audience. Although their newspapers may run less command information on a per-issue basis, civilian editors may achieve greater readership at a greater depth by giving the soldiers more of what they want (or need) to read.

Where the issue of tone is considered, the implications seem less ambiguous.

Good journalism is neutral in coverage, reporting the facts and giving meaning to events, providing enough information to let readers form their own opinions and conclusions. Clearly the tone of articles in newspapers edited by military editors is more positive and less neutral than those edited by civilians. Again, while this may seem to benefit the command from the standpoint of good morale – accentuating the positive – it may eventually prove harmful to the credibility of the newspaper.

An employee publication serves vital roles which, while not always following good journalistic practices, need to be perceived as credible and unbiased to be effective. If the perception among the audience is that the medium is partial or biased, it will lose that credibility and cease to be an effective tool of communication.

The conclusion could be drawn that by resembling commercial newspapers in neutrality of coverage, civilian-edited post newspapers are more credible than those edited by military personnel. While this may not provide the morale/ego boosting

benefits previously discussed, it may at a minimum retain its readership by proving itself as a trustworthy source of information.

This study does not condemn nor condone the actions of military or civilian editors. Military editors adhere to the more conventional style of military publications and employee publications. Civilian editors tend to adhere more to commercial journalistic practices and style. Both approaches have their strengths and weaknesses.

Limitations of the Study

The scope and nature of the study do not necessarily lend themselves to projecting the results to the population of Army newspapers. The study observed only four newspapers selected from a field of 21. There are more than 200 Army newspapers, produced by several different types of units under many different formats and frequencies of publication. Army newspapers produced outside the continental United States are regulated differently than those produced in the United States. Army Reserve publications are published and funded under different regulations than active duty units.

Only the front two pages of each newspaper were included for analysis in the study. This limited articles for inclusion and analysis. The researcher knows through experience with Army newspapers that some confine certain types of information to specific sections, similar to civilian newspapers' community, business, or social sections.

Additional Observations

Several interrogative questions were posed to civilian and military editors during the fact-finding portion of this study. This was done via a military editors listserver

service organized and maintained by the Defense Information School. These questions were designed to determine whether the study and subsequent hypotheses merited further research. More than 20 editors of military publications, military and civilian, replied to this informal query. The replies from many of these senior editors of military publications were remarkably bipolar. Many such as Phil Tegtmeier, a civilian editor of a military newspaper, agreed there is a definite difference in the way civilian and military editors report the news.

> There is... a strong correlation supporting your hypothesis when the editor is military or civilian. Military editors are generally lower in rank than their civilian counterparts and are much more subject to command influence. The civilians I know in the business are much more opinionated, have many more years of experience, and are less likely to be "cowed" by commanders who don't like "bad" news. (Tegtmeier, 1997)

Others like Jill Mueller, civilian editor of *The Citizen*, believe "real editorial differences really don't exist" (Mueller, 1997).

One issue on which almost all of the editors agreed was that one of the most important factors in determining the editorial content of an installation's newspaper is the philosophical and ideological orientation of the installation commander. As the senior-ranking officer on the post, the commander retains final approval of all published material and is responsible for all content of the post newspaper. Some military editors have openly admitted that their commander will not allow them to publish negative news, while some praised their commanders for allowing all stories of a relevant nature to be published.

Suggestions for Future Study

Because previous studies have established that employee publications need to be perceived as truthful and accurate to be credible with their audiences, a follow-up survey of the readership of the four newspapers used in this study should be done. This survey could be designed to measure the readers' attitudes about the usefulness and utility of the newspaper, as well as their opinions on how well it serves their informational needs.

Because many believe the commander, not the editor, is the true source of direction of the newspaper, a survey of base commanders also should be done. This survey should be done in coordination with a survey of editors to determine the amount of editorial freedom individual editors are ascribed and the possible effect it may have on their decisions and overall readership.

Appendix A – Coding Sheet

- ✓ Please review the structure and layout of this coding sheet before you begin. You will be responsible for coding all questions in boldface type (#1, #9, #10)
- ✓ Operational definitions for Tone and Classification (questions 9 and 10) are on the adjoining sheet.
- ✓ Please ensure all questions have been answered when you are finished.

1. Coder Code: _____
2. Newspaper: _____
3. Editor: 1. Military 2. Civilian
4. Article Code: _____
5. Size of Headline: _____ square inches

6. Placement: (check one block)

Page 1 upper left (1)	Page 1 upper right (2)	Page 1 margin (5)	Page 2 upper left (6)	Page 2 upper right (7)	Page 2 margin (10)
Page 1 lower left (3)	Page 1 lower right (4)		Page 2 lower left (8)	Page 2 lower right (9)	

7. Source: (circle one number only) 1. Wire story 2. Letter to editor 3. Reporter/Stringer 4. Other
8. Accompanying photo or illustration: 1. Yes 2. No
9. Tone of Article: (represented in raw numbers i.e., 2, 7, 15, etc.) Number of paragraphs positive Army: _____ Number of paragraphs neutral: _____ Number of paragraphs negative Army: _____
10. Classification of Article: (circle one number only) 1. Command Information 4. Army/DoD News 2. Feedback 5. Installation/Community News 3. Editorial/Commentary 6. Other

Appendix B – Operational Definitions for Coders

Tone:

Positive Army – A paragraph which, if read by the average person, would evoke a generally good, positive image or thought about the Army.

Neutral – A paragraph which, if read by the average person, would evoke neither positive nor negative thoughts about the Army.

Negative Army – A paragraph which, if read by the average person, would evoke a generally poor image or thought about the Army.

Classification of Articles:

Command Information: Information that would be of interest to the entire military population of an installation, specifically attributed to the commander or published due to his direction or guidance. The emphasis of these articles may range from an announcement of a new commanding general, to a published letter from the Provost Marshal to the residents of the installation regarding new regulations on personally owned weapons.

The key points to consider in classifying an article as "command information" are the source and the intended audience of the message. If the source is the commander or the commander's representative, and the audience is the overall military population, then the article is command information.

Army/Department of Defense News: News of a general interest to the local military population due to their affiliation with the Army and the Department of Defense. News regarding troop deployments from other installations, DoD pay raises, or coverage of congressional activities relating to the Army or DoD fall into this category. Stories such as those about the Courts-martial proceedings of SGM Gene McKinney also fall into this category.

Feedback: Letters to the editor or the commander. Lengthy articles or letters specifically regarding base activities or policies are also considered feedback, so long as they are not written by regular contributors or newspaper staff. Letters to the editor regarding the poor repair of the streets on the installation, or a lengthy submission from a dependent detailing their recent sub-standard treatment at the local military hospital are good examples of feedback. *The primary audience for feedback is the commander.*

Installation/Community News: News of specific interest solely to the members of the installation and/or community. Examples are notification of road closures, community events such as carnivals and picnics, or unit-sponsored events, training and news

Editorial/Commentary: Opinion-centered rather than news-centered items. They may specifically address current events or even installation policies. They differentiate from feedback in two regards, source and audience. The source of an editorial or commentary will usually be a member of the newspaper or possibly an official member of the installation staff as opposed to someone from the general military population. The primary audience of an editorial is the *entire* military and civilian community

Other – Articles that do not correspond with any of the five categories previously addressed.

Appendix C - Newspaper Issue Coding Identification

Fort Campbell *The Courier*		**Fort Carson** *Mountaineer*		**Fort Gordon** *The Signal*		**Fort McClellan** *McClellan News*	
June 1997	101	June 1997	201	June 1997	301	June 1997	401
July 1997	102	July 1997	202	July 1997	302	July 1997	402
August 1997	103	August 1997	203	August 1997	303	August 1997	403
September 1997	104	September 1997	204	September 1997	304	September 1997	404
October 1997	105	October 1997	205	October 1997	305	October 1997	405
November 1997	106	November 1997	206	November 1997	306	November 1997	406
December 1997	107	December 1997	207	December 1997	307	December 1997	407
January 1998	108	January 1998	208	January 1998	308	January 1998	408
February 1998	109	February 1998	209	February 1998	309	February 1998	409
March 1998	110	March 1998	210	March 1998	310	March 1998	410
April 1998	111	April 1998	211	April 1998	311	April 1998	411
May 1998	112	May 1998	212	May 1998	312	May 1998	412

Appendix D – Weekly Selection for 1997-1998 Samples

Month	Week
June 1997	3rd
July 1997	4th
August 1997	1st
September 1997	2nd
October 1997	3rd
November 1997	4th
December 1997	1st
January 1998	2nd
February 1998	3rd
March 1998	4th
April 1998	1st
May 1998	2nd

Appendix E – Major CONUS Installations and Types

Installation	Type
Fort Bragg	FORSCOM
Fort Bliss	TRADOC
Fort Benning	TRADOC
Fort Campbell	FORSCOM
Fort Carson	FORSCOM
Fort Drum	FORSCOM
Fort Eustis	TRADOC
Fort Gordon	TRADOC
Fort Hood	FORSCOM
Fort Huachuca	TRADOC
Fort Jackson	TRADOC
Fort Knox	TRADOC
Fort Leonard-Wood	TRADOC
Fort Leavenworth	TRADOC
Fort Lewis	FORSCOM
Fort McClellan	TRADOC
Fort Monroe	TRADOC
Fort Riley	FORSCOM
Fort Rucker	TRADOC
Fort Sill	TRADOC
Fort Stewart	FORSCOM

Appendix F – Categorization of CONUS Newspapers by Installation Type and Editor

Installation	Type	Editor
Fort Bragg	FORSCOM	Civilian
Fort Campbell	FORSCOM	Civilian
Fort Hood	FORSCOM	Civilian
Fort Lewis	FORSCOM	Civilian
Fort Bliss	TRADOC	Civilian
Fort Benning	TRADOC	Civilian
Fort Gordon	TRADOC	Civilian
Fort Huachuca	TRADOC	Civilian
Fort Jackson	TRADOC	Civilian
Fort Knox	TRADOC	Civilian
Fort Leonard-Wood	TRADOC	Civilian
Fort Leavenworth	TRADOC	Civilian
Fort Monroe	TRADOC	Civilian
Fort Sill	TRADOC	Civilian
Fort Carson	FORSCOM	Military
Fort Drum	FORSCOM	Military
Fort Riley	FORSCOM	Military
Fort Stewart	FORSCOM	Military
Fort Eustis	TRADOC	Military
Fort McClellan	TRADOC	Military
Fort Rucker	TRADOC	Military

BIBLIOGRAPHY

Books

Broom, Glen, Center, Allen, and Cutlip, Scott. Effective Public Relations, 6th Edition. Englewood Cliffs, New Jersey: Prentice Hall, 1985.

Cormier, William and Huck, Schuyler. Reading Statistics and Research, 2nd Edition. New York: HarperCollins, 1996.

D'Aprix, Roger. Communicating for Change, Connecting the Workplace with the Marketplace. San Francisco, CA: Jossey-Bass, 1996.

D'Aprix, Roger. "Employee Communication," in Bill Cantor (ed.), Experts in Action: Inside Public Relations. New York: Longman, 1984 102-110.

Gitlin, T. The Whole World is Watching: Mass Media in the Making and Unmaking of the New Left. Berkeley: University of California Press, 1980.

Krippendorf, Klaus. Content Analysis. An Introduction to its Methodology. Beverly Hills, CA: Sage Publications, 1980.

Rosengren, Karl E. Advances in Content Analysis. London: Sage Publications, 1981.

Seitel, Fraser. The Practice of Public Relations, 5th Edition. New York, Macmillan, 1992.

Smith, Alvie. Innovative Employee Communication: New Approaches to Improving Trust, Teamwork, and Performance. Englewood Cliffs, New Jersey: Prentice Hall, 1991.

Van Dijk, T.A. Racism and the Press, London: Routledge, 1991.

Wimmer, Roger and Dominick, Joseph. Mass Media Research: An Introduction, 5th Edition. Belmont, CA: Wadsworth Publishing, 1997.

Articles

Allen, Chris and Turner, Leslie. "Mexican and Latino Media Behavior in Los Angeles," *American Behavioral Scientist*, June/July 1997, 884-901.

Berkowitz, Dan and Beach, Douglas. "News Sources and News Context: The Effect of Routine News, Conflict and Proximity," *Journalism Quarterly*, Spr. 1993, 4-12.

Beylickjian, George. "Content and Army Newspapers," *Post-30*, Sept. 1998, 5-6.

Bowers, David. "Newspaper Employee Publications Fill Need for Large Papers," *Journalism Quarterly*, Spr. 1976, 340-341+.

Brewer, Marcus, and McCombs, Maxwell. "Setting the Community Agenda," *Journalism and Mass Communication Quarterly*, Spr. 1996, 7-16.

CCM Survey by Alexander Consulting Group, *Public Relations Journal*, Oct/Nov 1994.

D'Aprix, Roger, Libbey Robert, Forsythe, Steve, Allen, Sandra and Gonring, Matt. From "What Your Boss Thinks," *Ragan Communications*, February 1998, available on-line at http://www.ragan.com.

Donohue, G.A., Olien, Claire, and Tichenor, Phillip. "Structure and Constraints on Community Newspaper Gatekeepers," *Journalism and Mass Communication Quarterly*, Winter 1989, 807-812+.

Fico, Frederick, and Soffin, Stan. "Fairness and Balance of Selected Newspaper Coverage of Controversial National, State, and Local Issues," *Journalism and Mass Communication Quarterly*, Autumn 1995, 621-633.

Filipczak, Bob. "Obfuscation Resounding: Corporate Communication in America," *Training Magazine*, July 1995, 29-36.

Gladney, George. "How Editors and Readers Rank and Rate the Importance of Eighteen Traditional Standards of Newspaper Excellence," *Journalism and Mass Communication Quarterly*, Summer 1996, 319-331.

Goshorn, Kent, and Gandy, Oscar, Jr. "Race, Risk and Responsibility: Editorial Constraint in the Framing of Inequality," *Journal of Communication*, Spr. 1995.

Howard, Carole. "Are Your Publications Truly Strategic Tools?" *Public Relations Quarterly*, Winter 1996-1997, 23-26.

Iyengar, S. "Framing Responsibility for Political Issues: The Case of Poverty," *Political Behavior*, January 1990, 19-40.

Kosicki, Gerald. "Problems and Opportunities in Agenda Setting," *Journal of Communication*, Spr. 1993, 101-110.

Lacy, Stephen, Robinson, Kay and Riffe, Daniel. "Sample Size in Content Analysis of Weekly Newspapers," *Journalism and Mass Communication Quarterly*, Summer, 1995, 336-345.

McCombs, Maxwell E. "The Evolution of Agenda-Setting Research: Twenty-Five Years In The Marketplace Of Ideas," *Journal of Communication*, Spr. 1993, 58-67.

Morgan, B.S., and Schiemann, W.A. "Why Internal Public Relations is Failing," *Public Relations Journal*, March 1994, 15-17.

Rogers, Everett and Dearing, James. "Agenda Setting Research: Where Has It Been, Where Is It Going," *Communication Yearbook* 11, 1988, 555-594.

Sanders, Donald. "A Content Analysis Measuring the Trends of Stories on Management Functions in Relation to Employee Functions in Company Publications," unpublished Masters thesis, Texas Tech University, 1972.

Singletary, Michael. "Components of Credibility of a Favorable News Source," *Journalism Quarterly*, Spr. 1976, 316-319.

Stein, M. "Naval Engagement," *Editor and Publisher*, August 20, 1994, 9-10.

Surlin, Stuart, and Walker, Barry. "Employee Evaluations of Handling of News by a Corporate Newspaper," *Journalism Quarterly*, Spr. 1975, 99-105.

Voakes, Paul; Kapfer, Jack; Kurpius, David; and Shano-yeon-Chen, David. "Diversity in the News: A Conceptual and Methodological Framework," *Journalism and Mass Communication Quarterly*, Autumn 1996, 582-593.

Walker, Albert. "A Study of Communications Impact on Employees," *IABC Notebook*, May 1971, 15-16.

Wanta, Wayne, and Hu, Yu-Wei. "The Effects of Credibility, Reliance, and Exposure on Media Agenda-Setting: A Path Analysis Model," *Journalism Quarterly*, Spr. 1994, 90-98.

Ward, Russell, and Somerville, Stan. "A Study of Employee Communication in Fifty-Four U.S. Corporations," prepared for Pacific Lighting Service Company, Los Angeles, March 1972.

Wright, Donald. "The Role of Corporate Public Relations Executives in the Future of Employee Communications," *Public Relations Review*, Fall 1995, 181-198.

Ylisela, Jim. From "On What's Wrong and What's Right With Organizational Journalism," R*agan Communications*, September 1997, available on-line at http://www.ragan.com.

Government and Military Sources

Banusiewicz, J. "Dubious Content Doesn't Serve the Mission," *Editor's Course Notebook*, Washington, D.C.: Government Printing Office, February 1998.

Costlow, William, SFC, Chief of Army Newspapers. Interview by Paul Swiergosz, 9 March 1998.

Department of the Army, Public Affairs Operations (FM 46-1). Washington, D.C.: Government Printing Office, July 1997.

Department of Defense Instruction 5140.2, *SUBJECT: Department of Defense Newspapers, Magazines and Civilian Enterprise Publications*. Washington, D.C.: Government Printing Office, June 1997.

Mueller, Jill, Editor of *The Citizen* military newspaper. Interview by Paul Swiergosz April 1998.

Tegtmeier, Phillip, Editor/journalist United States Army. Interview by Paul Swiergosz, March 1998.

Wallace, Phyllis, Chief of Comand Information Branch for Training and Doctrine Headquarters. Interview by Paul Swiergosz, 15 April 1998.